GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:3965
ANSWERED ON:18.04.2002
LAUNCHING OF AIR DTH BROADCASTING SERVICE
PATY RIPPLE KYNDIAH

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether All India Radio has launched its Direct-To-Home digital satellite broadcasting service from February, 28, 2002;

(b) if so, the details thereof and the names of the regions where this service will be available;

(c) whether any survey has been conducted so as to ascertain the financial viability on Indian homes and whether they are prepared to discard their existing radio sets and go in for expensive new radio sets having the technological advancement to receive the digital satellite broadcasting service offered by the All India Radio; and

(d) if so, the details thereof and the time by which such radio sets are likely to be available in the market alongwith its cost?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a): All India Radio has launched its Direct to Home digital Satellite Broadcast Service from 27th February, 2002.

(b): The Digital Satellite Service has ushered in a new digital era for All India Radio bymaking available its programmes in high quality audio, direct from satellite to the receiver sets. The service covers the Indian Sub-continent and South East Asia. Formaking available, this service through satellite, Prasar Bharati has hired space on the transponder of Asia Star Satellite.

(c): No, Sir.

(d): The receivers for the reception of this service are available in the Indian market, at the price varying from Rs. 5,000 to Rs. 12,000 per set.